

RACHEL GERSHON
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EMPLOYMENT

UC San Diego, Rady School of Management **2019 - Present**
Assistant Professor of Marketing

EDUCATION

Washington University in St. Louis, Olin Business School **2014 - 2019**
PhD, Marketing

Washington University in St. Louis. **2010 - 2014**
Bachelor of Arts and Science (Honors), 2014.
Major: Philosophy, Neuroscience, and Psychology. Minor: Public Health.

JOURNAL PUBLICATIONS

(† PhD student, * equal contribution)

Gershon, Rachel* and Ariel Fridman*† (Forthcoming) “Individuals Prefer to Harm their Own Group rather than Help an Opposing Group.” *Proceedings of the National Academy of Sciences*.

Fridman, Ariel, **Rachel Gershon**, and Ayelet Gneezy (2022) “Increased Generosity under COVID-19 Threat.” *Scientific Reports*.

Fridman, Ariel, **Rachel Gershon**, and Ayelet Gneezy (2021) “COVID-19 and Vaccine Hesitancy: A Longitudinal Study.” *Plos One*, 16 (4).

Gershon, Rachel, Cynthia Cryder, and Leslie K. John (2020) “Why Prosocial Referral Incentives Work: Reputational Benefits versus Action Costs.” *Journal of Marketing Research*, 57 (1), 156-172.

Gershon, Rachel* and Rosanna K. Smith* (2020) “Twice-Told Tales: Self-Repetition Decreases Observer Assessments of Performer Authenticity.” *Journal of Personality and Social Psychology*, 118 (2).

Gershon, Rachel and Cynthia Cryder (2018) “Goods Donations Increase Charitable Credit for Low-Warmth Donors,” *Journal of Consumer Research*, 45 (2), 451–469.

PAPERS UNDER REVIEW & RESEARCH IN PROGRESS

Gershon, Rachel, Cynthia Cryder and Katherine L. Milkman, “Friends with Health Benefits: A Field Experiment.” *Minor Revision at Management Science*.

Gershon, Rachel, Cynthia Cryder, and Merriah Croston[†], “Risky Business: The Risk-Reward Tradeoff is Different for Nonprofits.” *Revising for 3rd Round Review at Journal of Marketing Research*.

Gershon, Rachel, Alicea Lieberman, and Sydney Scott, “Consumers Believe Illegal Products are More Effective Than Legal Products.” *Revising for 2nd Round Review at Journal of Marketing Research*.

Kim, Michelle[†], Tianqi Chen[†], **Rachel Gershon**, Sydney Scott, Daniella Kupor, and Remi Trudel, “Less is More (Natural): The Effect of the Number of Ingredients on Consumer Perceptions and Preferences.” *Revising for 2nd Round Review at Journal of Marketing Research*.

Gershon, Rachel* and Zhenling Jiang*, “Referral Contagion: Downstream Benefits of Customer Referrals.” Under Review.

Weingarten, Evan, **Rachel Gershon**, and Amit Bhattacharjee, “Gatekeeping of Identity and Group Membership.” *Under Review*.

Gershon, Rachel*, Kristen Duke*, and Ivuoma Onyeador, “The Promise of Ranked Choice Voting: Overcoming Electability Concerns to Increase Votes for Underrepresented Candidates.”

Park, Alexander[†], **Rachel Gershon**, Marissa A. Sharif, “The Struggle is Real: Motivating Goal Pursuit by Normalizing Process Difficulty.”

Park, Alexander[†], Cynthia Cryder, and **Rachel Gershon**, “Fighting Fiscal Awkwardness: The (Dis)Advantages of Digital Payment Methods on Peer-Debt Dynamics.”

Gershon, Rachel and Anish Mitra, “Precision Marketing on Social Media Addresses Demographic Disparities in Mental Health Care Access.”

SELECT PRESS COVERAGE

Increased Generosity under COVID-19 Threat

[Forbes](#), [NBC San Diego](#)

COVID-19 and Vaccine Hesitancy: A Longitudinal Study

[Vox](#), [The Atlantic](#), [NBC San Diego](#), [CBS News](#), [PsyPost](#), [KPBS](#)

Twice-Told Tales: Self-Repetition Decreases Observer Assessments of Performer Authenticity

[The Wall Street Journal](#), [The Atlantic](#), [SPSP Blog](#)

CONFERENCE PRESENTATIONS (*presenter)

Less is More (Natural): The Impact of Number of Ingredients on Consumer Perceptions and Preferences

- *Society for Consumer Psychology*, Online (2022)
- *Association for Consumer Research*, Denver, CO (2022)

Gatekeeping of Identity and Group Membership

- *Society for Consumer Psychology*, Online (2022)
- *Association for Consumer Research*, Denver, CO (2022)
- *Society for Judgment and Decision Making*, San Diego, CA (November, 2022)

Consumers Believe Illegal Products are More Effective Than Legal Products

- **Association for Consumer Research*, Online (2020)
- **Society for Judgment and Decision Making*, Online (February, 2022)

Increased Generosity under Covid-19 Threat

- *Society for Judgment and Decision Making*, Online (February, 2022)
- *Society for Consumer Psychology*, Online (2022)

The Cost of Opposition: Individual Decision Making in Intergroup Conflict

- *Society for Consumer Psychology*, Online (2021)
- *Academy of Management*, Online (2021)
- *Society for Judgment and Decision Making*, Poster, Online (2020)
- *Association for Consumer Research*, Online (2020)

The Struggle is Real: Motivating Goal Pursuit by Normalizing Process Difficulty

- *Association for Consumer Research*, Online (2021)
- *Society for Judgment and Decision Making*, Poster, Online (February, 2022)

Fighting Fiscal Awkwardness: The (Dis)Advantages of Digital Payment Methods on Peer-Debt Dynamics

- *Society for Consumer Psychology*, Online (2021)
- *Society for Judgment and Decision Making*, Poster, Online (2020)
- *Association for Consumer Research*, Online (2020)

Friends with Health Benefits: A Field Experiment

- **Society for Judgment and Decision Making*, Online (2020)
- **Association for Consumer Research*, Denver, CO (2022)

Risky Business: The Risk-Reward Trade-off is Different for Nonprofit and For-Profit Firms

- **Association for Consumer Research*, Atlanta, GA (2019)
- **Behavioral Insights for Social Good*, Vancouver, Canada (2019)
- *Society for Consumer Psychology*, Savannah, GA (2019)
- **Society for Consumer Psychology*, Poster, Dallas TX (2019)

Why Prosocial Referral Incentives Work: Reputational Benefits versus Action Costs

- *Behavioral Insights for Social Good*, Vancouver, Canada (2019)
- **Society for Consumer Psychology*, Savannah, GA (2019)

- **Behavioral Decision Research in Management*, Boston, MA (2018)
- **Association for Consumer Research*, San Diego, CA (2017)
- **Society for Consumer Psychology*, San Francisco, CA (2017)

Twice-Told Tales: Self-Repetition Decreases Observer Assessments of Performer Authenticity

- **Society for Consumer, Psychology*, Savannah, GA (2019)
- *Authenticity Workshop*, Chicago, IL (2018)
- *Society for Judgment and Decision Making*, Poster, Vancouver, BC (2018)

Goods Donations Increase Charitable Credit for Low-Warmth Donors,

- **Society for Judgment and Decision Making*, Boston, MA (2016)
- **Association for Consumer Research*, Berlin, Germany (2016)
- **Association for Psychological Science*, Chicago IL (2016)
- **Society for Consumer Psychology*, St. Pete Beach, FL (2016)
- **Association for Consumer Research*, Poster New Orleans, LA (2015)

RESEARCH INTERESTS

Consumer Judgments and Choice
 Impression Management
 Incentives
 Prosocial Behavior
 Word of Mouth
 Social Consumption
 Corporate Social Responsibility

HONORS AND AWARDS

UCSD Global Health Institute Grant “Attitudes towards vaccinations during Coronavirus crisis – Longitudinal Study” \$6,650 (Co PIs Ayelet Gneezy and Ariel Fridman), 2020

MSI Grant # 4000981 “Friends with (Health) Benefits: Bundling Incentives and Social Engagement to increase Gym Usage” \$5,000 (Co PIs Cynthia Cryder and Katherine Milkman), 2020

Stanford Innovator Grant: Pilot Studies, “Searching for Help: Using Google Ads for Suicide Prevention,” \$25,000 (Co PIs Michael Ostacher and Anish Mitra), 2019

Society for Marketing Advances (SMA) Winner of the Doctoral Dissertation Competition, 2018

Winner, Moog Scholar Award, Olin Business School, 2015

PROFESSIONAL AND SERVICE ACTIVITIES

Ad Hoc Journal Reviewer

Journal of Marketing Research

Journal of Consumer Research
Marketing Science
Management Science
Journal of Experimental Psychology: General
Journal of Public Health
Journal of the Association for Consumer Research
Marketing Letters
Journal of Consumer Psychology
MIS Quarterly
Organizational Behavior and Human Decision Processes
Journal of Business Research
PLOS One
Scientific Reports
Trends in Cognitive Sciences

Conference Reviewer

AMA Winter Academic Conference, 2018 – Present
Association for Consumer Research Conference, 2016 – Present
Society for Consumer Psychology, 2015 – Present
Society for Judgment and Decision-Making Conference, 2019 – Present

Olin Business School Graduate Council Representative

*Nominated to represent the business school in Washington University's Graduate Council.

TEACHING EXPERIENCE

Teaching

Consumer Behavior (Undergrad –Spring 2020, Winter 2020, 2021, 2022)

Teaching Assistant

Introduction to Marketing (Undergrad – Fall 2015, 2016, 2017)
Consumer Behavior (MBA, Undergrad – Fall 2015, 2016, 2019)

INVITED TALKS

Northeastern University	2022
Stanford University	2022
Rutgers University	2022
University of Delaware	2021
University of California Berkeley	2019
University of California San Diego	2018
London Business School	2018
University of Toronto	2018
Harvard Business School	2018
Yale University	2018
Indiana University	2018

University of Chicago
Georgetown University

2018
2018